

VIEWS PROGRESS OF LAST YEAR!

Report To People of Torrance Reveals Policies And Advantages To Taxpayers Signed Policies Of Chamber

Old ladies who are doing this most wonderful work with no thought of self glorification.

Torrance Hospital Unique.

Dr. J. S. Lancaster has graciously prepared the following outline in regard to the Jared Sidney Torrance Memorial Hospital: This institution, a gift of the heirs of the benefactor whose name it bears, is owned and operated by The Torrance Hospital Association. This Association is a corporation organized not for profit and consists of members who are public spirited enough to pay dues. Five dollars pays for an annual membership and one hundred dollars makes a person a life member. All members are equal in voting in the affairs of the corporation which is managed by a board consisting of nine directors, none of whom receive any compensation. The present board consists of Brian K. Welch, Pres.; Dr. J. S. Lancaster, Vice-Pres.; Minnie Brooks, Sec.; Mrs. Helena Torrance, Mrs. J. W. Post, Dr. A. E. Stevenson, Geo. W. Wall, Richard R. Smith, and Harold Kingsley.

The hospital has been in operation almost five years and on January 1, 1930, had cared for 9379 patients. The founders and directors have always desired the highest grade of service to be rendered. And the hospital has always been a loss. The cost to the hospital has been \$6.11 per day per patient and no patient pays that amount except those depending private rooms who pay \$7.00 per day. Residents of Torrance who are worthy charity patients, are accepted as such. The loss in operating expenses is made up by the dues of the members and the income from an endowment by the late Jared Sidney Torrance. None but graduate nurses from the best training schools are employed. Miss Esther Maxwell has been superintendent of the hospital since its beginning.

Recent developments have been the erection of a comfortable nurses home on Cota Street adjoining the hospital, the acquisition of a new X-Ray plant which cannot be excelled anywhere and the organization of the doctors into a staff. The X-Ray plant was a generous gift by Mrs. Torrance.

The Jared Sidney Torrance Memorial Hospital was the last link in making the City of Torrance an all-round fully-equipped modern industrial city.

Torrance Schools Described By Principal Wood

Torrance High School is a modern up-to-date educational institution of which this or any other community might well be proud. It is located on a high prominent site of twenty-one acres conveniently placed with reference to the residence districts of the city.

The group of buildings include the beautiful two-story adminis-

tration and class room; the auditorium, seating nearly 900 and having a stage equipped for professional productions; the shop building which has just been completed; and the gymnasium.

The science and home economics building is of especial interest due to the many ultra-modern features incorporated in the building and equipment, and has just been completed at a cost of about \$70,000.00.

The lower floor is occupied by the Foods and Clothing activities; the second floor by the Science Department, with laboratories for physics, chemistry, biology and general science. All laboratories are ventilated by fans so that fumes and cooking odors are removed from the building. At a cost of about \$20,000.00 in order to provide new and adequate quarters for the cafeteria.

The administration offices have been rebuilt this year and now are of ample size and proper arrangement.

All these changes and improvements have been made in anticipation of a large and early increase in the population of the school, thus obviating the possibility of overcrowding for several years to come.

The Board of Education has spent during the present year on new buildings and equipment for this High School more than \$100,000.00.

Being a part of the Los Angeles City High School District, Torrance enjoys all the advantages of one of the best known school systems in the country, and its faculty is selected from the best available candidates in that system. Consequently, students in this school receive the instruction from a well-trained, efficient corps of teachers.

Torrance High, although one of the smaller schools in the system, is now housed in a plant second to none in the type and quality of its buildings and equipment. The variety and completeness of the courses offered are worthy of a school with a much greater enrollment and includes vocational courses in Commerce and Auto Mechanics, College preparatory, Scientific, and general cultural courses. The school is accredited at the University of California and its graduates are accepted at the University and other collegiate institutions upon equal footing with the best high schools in the state.

The schools of Torrance constitute one of its greatest and most valuable assets.

Municipal Christmas Tree Program

The institutional value of the Torrance municipal Christmas tree program which has been carried on through a number of years under the auspices of the Torrance Fire Department, has been appreciated each season more and more as the demonstration of public attendance eloquently testifies. The splendid universal spirit of "Peace on earth, good will toward men" as exemplified by all of the chorales in joining in the effort to decorate the community Christmas tree is a gratifying tribute to the splendor of the good citizens of Torrance. This immediate past season witnessed the largest public gathering Torrance has ever had and the arrangements for the Santa Claus treat under auspices of the Fire Department met with warm public appreciation. The Chamber of Commerce defrayed the costs involved in the program. Special arrangements with the forestry department enabled a beautiful fir specimen tree to be obtained which graced the triangular park opposite the theater with its colorful splendor and inspiring height during the holiday period. The splendid co-operation afforded through the municipal government and particularly Mr. Gascoigne and his force was likewise symbolic of the community consciousness of Torrance's good will. May this institutional feature be perpetuated in the future as it is evidenced the people of Torrance expect it should.

American Legion Fiesta

The Chamber of Commerce has always co-operated with the American Legion in its annual fiesta activities. This year, as in the past, the Chamber of Commerce installed a general information and rest booth which seemed to be thoroughly appreciated by many of the patrons of the fair. This booth served as a meeting place for family groups and offered general information facilities to many out of town visitors who obtained literature and answers to many questions concerning the community of Torrance and its environs.

Carson Street Opening

The Chamber of Commerce co-operated with the merchants on East Carson Street at the time the new thoroughfare through the Shoe String Strip was dedicated for public use. The event was marked

\$ 3,833,850.00
\$ 9917,550.00
\$23,070,370.00

with brief exercises appropriate for the occasion and a throng of several thousand persons appreciative of the utility and service which this important road contributes to the district attended the exercises.

The Pacific Electric Railway-Torrance Municipal Band contributed a splendid concert, played for dance accompaniment which was enjoyed on the newly-laid street for several hours in the evening. Affairs of this nature are indications of community good-will and many times make lasting friendships for a city.

Trophy For High School Plant Judging Contest

The Chamber of Commerce furnished a handsome trophy which was offered under auspices of the horticultural and plant-judging contest at the local high school during its inter-city meet with schools of the district. The trophy is properly inscribed thereby reflecting good-will publicity to the community of Torrance for its interest in well-earned appreciation of the horticultural and plant-judging contests at the local high school during its inter-city meet with schools of the district. The trophy is properly inscribed thereby reflecting good-will publicity to the community of Torrance for its interest in well-earned appreciation of the horticultural and plant-judging contests at the local high school during its inter-city meet with schools of the district.

Joint Meetings With City Council

Ever since the adoption by the voters of this city of the plan for financing community promotional work out of taxation, the Directors of the Chamber of Commerce and the City Council have held quarterly joint meetings for the purpose of reviewing the activities of the Chamber of Commerce and developing a program of work for it to pursue that seems most logical for the definite development of growth and promotion of the community interests involved. These meetings are always productive of the type of harmony and understanding that is valuable to the city in the orderly administration and prosecution of worthy efforts for its enhancement. This, undoubtedly, is a policy worth a great deal to the citizens and property owners of Torrance and has become so thoroughly a seasonal thing that they have held quarterly joint meetings for the purpose of reviewing the activities of the Chamber of Commerce and developing a program of work for it to pursue that seems most logical for the definite development of growth and promotion of the community interests involved.

Survey and Review for Dirigible Base

At the time the Navy Department of the federal government announced that a survey party would review various properties on the Pacific Coast for the establishment of a dirigible base for the navy, the local Chamber of Commerce made a survey of properties available within the corporate confines of Torrance that would measure up to the formidable requirements specified by the government. The territory within the city limits of Torrance, Rancho maps of which, together with specific text matter and aerial photos, was offered to Admiral Moffett and his reviewing staff during their visit to Torrance. The presentation of this report was highly complimented by Admiral Moffett, but the many other communities who endeavored to gain consideration of properties which they submitted, are now associated in a joint effort to secure the location of this huge base in Southern California on a site at Camp Kerney near San Diego which seemed to be favored by the general board of Washington.

Industrial Loop Trackage

Properties east of Normandie Avenue, between Carson and East Road, logically considered in the Torrance industrial area, and where the present plant of the Curtis Paving Company is located, was threatened with the loss of industrial trackage. The Chamber of Commerce presented an effort with the various governmental agencies, both of Los Angeles City and County, resulting in the submission of a plan whereby that entire area might be served through a loop trackage arrangement requiring only one additional crossing over the maintenance of the industrial track also makes possible the development of additional industries in that area.

Industrial Clipping Service

As a supplement to the industrial committee, an industrial clipping service has been secured, through which lists are furnished to the local offices twice a week cataloging various industrial development that is expected to be made in many parts of the country. It is believed that from this service many prospective leads will be obtained, giving an opportunity for local effort to be concentrated toward the securing of institutions indicating their intent of locating some where in Los Angeles County. The service is too new yet to have borne fruit, but it is anticipated that the law of average will more than compensate this community for the nominal cost involved.

New Industries and Expansions

A most significant industrial development not only in Torrance, but the entire Southland, has been the acquisition of the Columbia Steel properties on the Pacific Coast and in Utah by the United States Steel Corporation. This move by the giant of American industries presages a new era in the steel industry on the Pacific

Force, and we can highly recommend the Chamber to any other industry who is in need of such service."

Freight Rate Equalization

The harbor communities of Wilmington and San Pedro were the prime movers in an effort which brought about hearings before the United States Interstate Commerce Commission seeking the equalization of rates in the harbor district. Torrance became a joint intervener at these hearings contributing testimony that became part of the record. Several adjustments have already been made and the way paved for a more equitable consideration of the rate structure from the harbor district both to intra, and inter-state points of destination. The effect of this freight rate case will be far reaching as an influence on future industrial development and place the region on a more favorable competitive basis with the bay district of San Francisco and Oakland points. Great credit is due the San Pedro and Wilmington Chambers of Commerce, and Torrance was fortunate in having an organization equipped ready to join in this timely effort.

General Petroleum Corp.

The experimental units of the General Petroleum Corporation are reported to have proven far beyond expectation in method and economy of operation. Officials of that concern have stated that further expansion in the development of their Torrance interests will be carried forward this year. The general recession and conservation program, effecting the petroleum industry nation-wide, has been responsible for most of the delay in further expansion of this institution's holdings here.

United Concrete Pipe Co.

The United Concrete Pipe Corporation has doubled the capacity of its Torrance plant during the last year. The new equipment, elevators and burner facilities have greatly supplemented the production capacity of this works which is now one of the largest of its kind in the Southland.

Coast Insulating Co.

The old Woodbestos insulating plant has found a thorough rejuvenation by the Coast Insulating Company. The principal of this concern has enlarged the market possibilities of the products of this plant and developed a refined material that has caused the expansion requirements for producing facilities. Accordingly, the plant has been more than doubled and new equipment facilities installed that will soon give it an impetus to increased production and payoffs.

Consent, and it is certainly significant that one of these properties is located in Torrance. In addition to the purchase of the present mills and the sites which they occupy, the corporation has acquired substantial additional acreage which involved a purchase cost of \$346,000.00, and brings the new owner's holdings in land alone up to 171 acres. The total deal involving Columbia's previous holdings involved approximately \$47,000,000.00. The future of a great institution seems assured by the entry of the United States Steel Corporation into the industrial life of Torrance.

The aggregate investment and payroll of these new institutions has made a substantial addition to the industrial prominence of this community as well as the harbor district and its trade environment. The development and expansion of local institutions is of far greater immediate benefit than the pursuit of new concerns, although there is possibly a community even many miles from the size of Torrance which is better equipped to serve industry and who prosecutes the pursuit of legitimate industry with more vigor and facilities for the purpose, than Torrance.

Trade Promotion Program

A consistent program to develop the public consciousness to recognize Torrance as a geographical and economical trading center has borne substantial fruit in the development of local business during the past year. A series of twelve bargain day events, coupled with creditable community display advertising, has justified a measurable increase in local business patronage by residents of many communities embraced in the five-mile radius around Torrance, as well as awakening a greater number of local people to recognize the expanded facilities and increased merchandising opportunities which Torrance offers to the business community in establishing Torrance as truthfully the geographical center of 78.51 square miles within the five-mile radius from its business center.

The Location in Our Midst

The location in our midst during the last two years of the Woolworth and J. C. Penney organizations is significant recognition of these factors by the chief investigators which both of these institutions employ for the site location of new stores. The further development of trading facilities for Torrance is definitely assured by virtue of the growth trend of the entire harbor district as well as the confines of our own community. The Chamber of Commerce will continue an aggressive campaign to prosecute these advantages to a still greater fruitful conclusion. This is not singularly an aid to business but is a manifold advantage to the entire community life of our city.

Bus Fare Refunds

For two years the Torrance Retail Merchants Bureau have maintained a policy of refunding bus fares to patrons of any local store within certain zone fare limits of this city. While the amount of refunding involved in the aggregate is very nominal the good-will effect of this community gesture by the business men has won a great deal of merited favorable comment by those who have taken advantage of this economy in the patronage of Torrance business. There are several instances where people have become permanent residents in Torrance as a result of the good-will which they have felt from this simple gesture. Thus it seems that this endeavor, small in its beginning, has paid dividends to the community of Torrance many times more than the cost which the entire campaign has entailed.

Santa Claus

The Chamber of Commerce made possible again this year with the co-operation of the Merchants Bureau for Santa Claus to be present in the business district the week preceding the Christmas holiday. The unique feature in connection with the Santa Claus program this year was the maintenance of an "asking list" on the park side under the shadow of the beautiful municipal Christmas tree, where each child greeted was given a wholesome piece of candy. Many residents have expressed their appreciation for this arrangement enabling their little ones to meet Santa Claus without the necessity of going to the congested centers of downtown Los Angeles. This is a feature which will no doubt endure for a long time in the future of Torrance.

Student Groups

Several student groups representing various schools have been shown through local industries during the past season. One or two of these groups have been of practical significant value to both the educational institutions and the industry in that they have been senior engineering classes which has made the visit more of a mere tour of curious interest. Intangible though it may seem, no doubt Torrance some day may have

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Harbor District Chambers of Commerce

The Torrance Chamber of Commerce has for years been active in the administrative influence of the associated Chambers of Commerce, commonly called the Harbor District Chambers of Commerce. This organization embraces nearly seventy civic bodies throughout the first and fourth Supervisorial Districts. The local chamber has also served as office of the secretary for the past four years, which has given the community of Torrance a valuable contact with inter-city affairs involving advantages in connection with important metropolitan highway projects and regional civic, economic and industrial affairs. It is the practice of this big civic body to meet each month in various sections of the district embracing its constituent member bodies. Torrance entertains the group once each year and has the reputation of providing some of the best programs that are presented to this large delegation of official and civic representatives.

United States Chamber of Commerce

The local Chamber is a member of the Chamber of Commerce of the United States, which is the largest organized agency of business in the nation. It is thoroughly representative of every type of industry, commerce, retail business distribution and the resources of this great nation.

State Chamber of Commerce

The State Chamber of Commerce, formerly known as the California Development Association, occupies the place in relation to the state which the National Bureau bears to the nation. The local Chamber of Commerce is also a member of the state organization, having active delegates serving on its industrial committee principally. This committee is one of the most active in the organization and has been the means of establishing many contacts containing the tributes of Torrance in the minds of industrial leaders throughout California. It was through this relationship that the State Wide Industrial Committee visited local industry and was entertained by the Chamber here this past season. The Los Angeles Chamber of Commerce is the greatest metropolitan organization of its kind in the entire country. Through virile and efficient departments, the Los Angeles metropolitan area has been capitalized throughout this nation and many other cities. Having access to exploitation funds of the county and coupled with the admirable support given by industrial and business leaders throughout the district, enables the Los Angeles Chamber to carry on the most efficient type of organized effort for the benefit of the entire Southland. Two members of the local Chamber of Commerce are also members of the Manufacturing and Industries Committee of the Los Angeles body, thus giving this community an intimate contact with the industrial program of the metropolitan area. Many other organizations, clubs and facilities have been given to the Torrance community through the co-operative auspices of the Los Angeles Chamber. The good-will and inter-city reciprocity which these contacts have established will some day be a significant factor in our industrial expansion.

Motor Transit Company

One of the major motor carrier concerns operating throughout the Southland, was induced to hold its annual convention in Torrance the early part of last year. This brought an association of representatives of this company from many communities throughout Southern California who were entertained in the American Legion Clubhouse. Fleet as relatively to "intra" industrial prominence of Torrance was presented to the agents and the representatives of this company who carried a message of Torrance good-will back to their respective districts.

Hardware Convention

The Southern California Retail Hardware Association was entertained this January under the joint auspices of the United States Steel Corporation (Columbia works) and the Chamber of Commerce. Mr. Huron Reese long a member of this association and formerly in the hardware business in this city, secured the convention for Torrance. Delegates from communities as far north as Santa Barbara, throughout the valley district and as far south as San Diego, were present and were shown through the mills of the steel corporation. The program provided a most interesting spectacle for a great majority of the scores of visitors who had an exact witness of the progress of steel manufacturing. The Motor Coach Company extended its cordial co-operation and provided their deluxe coach to convey the guests from the Chamber of Commerce to the mills, afterward taking them to the Woman's Clubhouse, under the auspices of the Chamber of Commerce, where a musical and dance program given. Considerable publicity has been gained as a result of the hospitality accorded this visiting delegation both in local publications associated with the hardware business and the national trade journal of hardware dealers. Thus, in another instance has the hospitable nature of the community of Torrance shown with considerable glory to the attention of visitors from other communities. The following was contained in the bulletin of the Hardware Dealers' Association:

SOUTHERN CALIFORNIA ASSOCIATION OF HARDWARE DEALERS COLUMBIA STEEL

The January monthly meeting of the Southern California Retail Hardware Association was held at Torrance on the evening of January 13, when the members of the Association were guests of the Columbia Steel Corporation.

After a dinner through the plant, light supper was served at the Woman's Clubhouse with entertainment and dancing provided by the Torrance Chamber of Commerce.

Members, their employees, friends and families were included in the evening's program, which combined business with pleasure.

Bureau Activities and Facilities

Since the last report on general activities of the local Chamber of Commerce, spacious new quarters were constructed at 1327 Cabrillo Avenue. Under the heading of bureau activities and facilities a big volume of general routine duties and services will be found, so numerous that it is impossible to list at the offices may be found directories and reference works on municipal affairs, hand books and guides to various subjects related to education, civic affairs and business economics, maps and statistical data, services for mimeograph stenciling, topographical maps and mailing facilities by reports and testimony regarding many other communities in the metropolitan area, including time tables, maps, road touring information, etc. Hundreds of pieces of correspondence are sent out annually in answer to inquiries of every nature. Several thousand persons call at the bureau each year, by persons seeking information of every description. The Chamber of Commerce office may be rightfully termed the community clearing house, and it is through this agency that a great volume of business is handled every year that only such an institution can properly serve. Many chapters are now being written on these activities alone, but space here will not permit. A distinctive service has been maintained through the past year in a free listing employment service, which has been the means of finding worthy employment for many applicants representing local people. This has provided not only a service to the individuals listed, but in industries, businesses and households who have used it alike. A large committee room, separate from the main offices, provides a place for various group meetings, and many organizations have availed themselves of this space which serves admirably for the purpose. Pay station telephone facilities have been added to the bureau facilities and supplementary literature racks now provide the display of a great deal of attractive printed descriptive matter embracing the entire state. Rest room facilities for ladies in an adjacent feature in the new offices, which has long been a utility needed in the business district of this community. The value and utility of the many services available at the Chamber of Commerce is of course measured largely by the utilization which the citizens of the community make of them. While hundreds do use these diversified facilities, there are many others who overlook the opportunity to avail themselves of these services, and to those a cordial invitation is extended to become acquainted with these institutional benefits.

Regional Co-Operative Activities

Assistance to West Side Transit Company

Hearings before the Railroad Commission on application of West Side Transit Company for improvement of its services were aided materially by reports and testimony offered by the Torrance Chamber of Commerce. This company has sought for some time to extend its lines to effect connection with the central portion of Hollywood, thus enabling direct service through the heart of the metropolitan district. A hearing on these applications is expected to be granted in the near future and it is confidently hoped that the joint effort of this company and friendly communities which it serves will obtain the necessary operating rights and encourage this company's expansion and service betterment.

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Conventions

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ment of plans for the location of our proposed industry, in Torrance."

Numerous other new concerns have developed during the period covered by this report and embraces the Alpaugh Engineering Company, Associated Performers, Incorporated, California Oil Screen Corporation, Ekiteen Company, Floatstone Products Company, National Tool & Metals, Incorporated, Pacific Perforating Company, Torrance Auto Body Works and the Torrance Sheet Metal Works.

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State Chamber of Commerce

The State Chamber of Commerce, formerly known as the California Development Association, occupies the place in relation to the state which the National Bureau bears to the nation. The local Chamber of Commerce is also a member of the state organization, having active delegates serving on its industrial committee principally. This committee is one of the most active in the organization and has been the means of establishing many contacts containing the tributes of Torrance in the minds of industrial leaders throughout California. It was through this relationship that the State Wide Industrial Committee visited local industry and was entertained by the Chamber here this past season. The Los Angeles Chamber of Commerce is the greatest metropolitan organization of its kind in the entire country. Through virile and efficient departments, the Los Angeles metropolitan area has been capitalized throughout this nation and many other cities. Having access to exploitation funds of the county and coupled with the admirable support given by industrial and business leaders throughout the district, enables the Los Angeles Chamber to carry on the most efficient type of organized effort for the benefit of the entire Southland. Two members of the local Chamber of Commerce are also members of the Manufacturing and Industries Committee of the Los Angeles body, thus giving this community an intimate contact with the industrial program of the metropolitan area. Many other organizations, clubs and facilities have been given to the Torrance community through the co-operative auspices of the Los Angeles Chamber. The good-will and inter-city reciprocity which these contacts have established will some day be a significant factor in our industrial expansion.

